



Appeal Decision

Site visit made on 8 August 2023

by J Davis BSc (Hons) MSc MRTPI

an Inspector appointed by the Secretary of State

Decision date: 24th August 2023

Appeal Ref: APP/F5540/Z/23/3318233

Pavement northside of Great West Road, Brentford, TW8 9QG

- The appeal is made under Regulation 17 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 against a refusal to grant express consent.
 - The appeal is made by JC Decaux UK Limited against the decision of the Council of the London Borough of Hounslow.
 - The application Ref 00505/GY/AD1, dated 9 January 2023, was refused by notice dated 24 February 2023.
 - The advertisement proposed is a single sided 48 sheet advertisement that is internally illuminated and capable of showing static images in sequence. The advertisement is elevated above the carriageway and fixed to a cantilevered single leg design by Jean Michel Wilmotte.
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Decision

1. The appeal is dismissed.

Main Issue

2. The main issue is the effect of the proposal on the amenity of the surrounding area.

Reasons

3. The proposed advertisement would be located on a wide section of pavement adjacent to a busy transport route where the elevated section of the M4 sits above the Great West Road on large concrete supports. The pavement is separated from the road by a cycle path. The advertisement would be adjacent to a brick wall, beyond which are mature trees, with Carville Hall Park north beyond.
4. The proposed illuminated advertisement is a single sided unit of about 6.4m in length and 3.5m high. It would be supported by a single leg support and would be elevated 3 metres above the adjacent carriageway. The advertisement screen would face west, in the line of sight of east bound traffic on the Great West Road and that about to merge onto the M4.
5. The appeal site is in part, dominated by the adjacent roads and in particular, the concrete supports underneath the elevated section of the M4. However, to the north of the site, the advert would be seen in conjunction with a row of trees, with the Carville Hall Park north beyond. The trees and park provide an important contrast to the highly urban environment of the adjacent roads and associated infrastructure.

6. To the west of the junction of the Great West Road and Clayponds Avenue there are a range of commercial buildings and uses together with associated advertisement material which is highly visible from the Great West Road. However, east of the junction with Clayponds Avenue the character is somewhat different, with Carville Hall Park north dominating the corner, with residential dwellings in Carville Crescent beyond. As such, the proposed advertisement would not be viewed in conjunction with any other advertisement material (other than road signs).
7. The proposal would be isolated from other commercial uses on the western side of Clayponds Avenue. The proposed advertisement, due to its size, height and illuminated changing commercial images, would be a bright and conspicuous feature for a considerable distance when approaching from the west. In my view the proposal would be an overly dominant, incongruous feature when seen against the verdant backdrop of the adjacent trees and open space. This leads me to conclude that the appeal proposal would have a harmful effect on amenity.
8. In accordance with the Regulations, I have taken into account the provisions of the development plan so far as they are relevant. Policies CC1, CC2 and CC5 of the London Borough of Hounslow Local Plan 2015-2030 (2015) seek to protect amenity and so are relevant in this case. I have concluded that the advertisement would harm amenity, and therefore the appeal proposal conflicts with these policies.

Conclusion

9. For the reasons given above, and having had regard to all other matters raised, I therefore conclude that the appeal should be dismissed.

J Davis

INSPECTOR